

As generations grow older, multiculturalism and diversity become more prevalent, and our identity begins to come from more than one place. Westerners feel for their relatives as a country as large as Russia continues to take over Ukraine, as the Ebola crisis in west Africa continues to defeat blood lines, as ISIS recruits are originating from countries all around the world. This small world gets smaller by whom we know and what we're influenced by. People are grounded by elements of our past and reinventing this idea in the present, both culturally and esthetically. They are the tribal tribe.

They are organic & spiritual. Being rooted comes in many forms, from being in tune with roots of nature to being in tune with roots of culture. We choose these specific paths because it somehow feels safe to us. The tribal tribe understands the safety net associated with our roots. It brings forward the bright tribal prints rooted in delicate embroidery of African countries, but also layered ponchos wrapped in fringed ethereal belts rooted in traditional workmanship of aboriginals. In a world of uncertainty we regress to where we've been.

They are outspoken and righteous. This tribe reflects a movement in cultural design practice, but also reflects a revolution of social practice. It's seen as a action: Through all the outspoken Emma Watson's that are fighting for women's rights, through the Leonardo DiCaprio's fighting for action in a quickly changing environment, and even through the Stella McCartney's, fighting for cruelty-free fashion. This tribe is loyal and active. They include progressive mindsets.

They are true to one's self, much like an indigenous culture remains true to its heritage, preserving each day – each artifact, each memory – as a momentum of identity. This tribe understands every experience we encounter shapes our being. They are a revolution of personal integrity and courage. To be progressive means to know where you've been, and know where you're going.

They are true and pure. The tribal tribe is as much of a way of life as it is a design trend. Milan Fashion Week got a taste of that trend from Dsquared2, a designer twin brother duo from Toronto, Dean and Dan Caten. Their Fall 2015 ready-to-wear line screamed colonization when embroidery of rich colours was layered with earthy tones of bulky fur and rugged fringe. Dean, quoted by legendary Tim Blanks, had drawn a picture of what a catwalk during colonization would have looked at the time: "A suitcase of clothes and jewels from Old Europe had fallen out of a plane over the icy tundra and been taken up by an Inuit tribe, who had incorporated the finery into their own tribal duds." The Caten twins were criticized over social media for cultural appropriation of Canada's indigenous – arguably for recognizing ones roots and progressing to the present. They stood by their line and its reason for inception.

They are raw and refined. The beauty world is torn between the past and the present, but it's trying to form a relationship like the rest of these progressive, reflective individuals. The tousled I-woke-up-like-this hair and natural earth-toned skin at Michael Kors Fall 2015 show took on a new meaning next to Donna

Karan's vibrant, yet subtle lips. In terms of lip colour – it's a look Philip Lim describes as "raw and refined." The perfect mix between old and new. It's the past moving towards the present, natural yet still innovative.

They are natural and conscious. Interior designer Ilse Crawford is following suit with the bare bones 'au naturale' trend in the interior design world by introducing the Sinnerlig Collection for IKEA last month. The collection, set to enter stores in August, is made of sustainable cork, which is often recycled from wine corks. Cork absorbs noise and is strong and palpable. The collection also includes products made from bamboo and dried seagrass, making you feel good about quality interior purchases rooted from every day exterior fibers. It's the perfect combination of old assets reinvented to become part of a new environmentally conscious style.

As specific cultures disseminate into multi cultures the rest of our lives adapt through socio-political movements, fashion, beauty, interior design and beyond. Traditions surface through bold, boisterous colours, braided or woven accents and ethereal or floral-extolled prints. This already loud idea goes one step further, juxtaposing with the complexity of progressive thinking. It's seen through adding that additional layer of fabric, popping a bright colour on an otherwise natural-toned canvas, or collaborating a design with good moral intentions for sustainable. This is the idea of adding something new to what is already known, both culturally and esthetically. Its innovators are the tribal tribe.

# THE TRIBAL TRIBE

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SINGLE MODEL: Stella McCartney, Fashionweekdaily.com HAIR: Michael Kors, Style.com KITCHEN: IKEA, pxfk.com MODELS: Melissa Nepton, Black.I, Latina Segel, 29 secrets.com LIPSTICK: Michele Morosi at Phillip Lim, Style.com

